

OFFICE OF THE CITY MANAGER

196-2012 NO. LTC#

LETTER TO COMMISSION

TO:

Mayor Matti Herrera Bower and Members of the City Commission

FROM:

Kathie G. Brooks, Interim City Manager

DATE:

July 13, 2012

SUBJECT: LIKE2LOVE MIAM! BEACH PHOTO CONTEST

In an effort to highlight our city's assets and increase participation in our government and communication tools, we are conducting a photo contest to launch our Like2Love Miami Beach civic pride program.

As one of the goals set this year, the City Commission directed the administration to identify ways to increase civic pride and community participation. Like2Love Miami Beach is an outlet for the public to tell their story about the positive attributes of the city. It also serves as a vehicle to increase the number of residents that are connected and engaged in their city government.

The photo contest will run from September 1 through 30, 2012 and is open to people of all ages and abilities. Contestants will highlight everything that makes Miami Beach a great place to live, work and play with their best photos, while driving the community to visit our communication tools and channels.

To enter the contest, join the contest's group page on the social media photo site, Flickr. Contestants can enter their favorite Miami Beach photos into any or all of three categories: outdoor public activities, cultural arts/festivals/events, and landscapes/places/architecture. The public will also be encouraged to sign-up to receive email updates and information.

All photos entered in the contest must have been taken within the city limits of Miami Beach in the last three years. Visual and communications arts professionals will select three winners during the competition. Judges will look at relevancy to topic, composition and arrangement, focus and sharpness, lighting and creativity. The public will be asked to select one grand prizewinner via the City's Facebook page.

As early as September 1, 2012, contestants can begin entering as many photos taken in Miami Beach photo contest page on Flickr Beach through the Like2Love Miami http://www.flickr.com/groups/2006854@N21. The last day to enter is September 30, 2012.

Contestants will have the chance to win exciting prizes and their photos may be featured in Miami Beach promotional materials. The grand prizewinner will be announced on October 17, 2012. The photo contest will be promoted via all of our communications tools such as MB magazine, website, MBTV, MB Line, MB Radio, social media networks, and news media.

As part of the I Like to Love Miami Beach program, we also gather testimonials from the public and feature them on MBTV and our social media outlets. Other program initiatives are in the planning stages and will follow the photo contest.

